

**South Carolina Statewide Lodging Outlook Report**  
January 2018

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
<b>Current Month:</b> <b>January 2018</b>	<b>Jan 2018</b>	<b>% Chg</b>	<b>Jan 2018</b>	<b>% Chg</b>	<b>Jan 2018</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>
United States	54.5%	0.9%	\$123.33	2.0%	\$67.17	2.9%	5.0%	2.0%	2.9%
South Atlantic**	58.4%	-0.2%	\$124.96	1.4%	\$73.00	1.2%	2.8%	1.5%	1.4%
South Carolina	47.7%	-1.9%	\$88.25	2.4%	\$42.06	0.5%	2.7%	2.2%	0.3%
<b>Year-to-Date:</b> <b>January 2018</b>	<b>Jan 2018</b>	<b>% Chg</b>	<b>Jan 2018</b>	<b>% Chg</b>	<b>Jan 2018</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>
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South Carolina	47.7%	-1.9%	\$88.25	2.4%	\$42.06	0.5%	2.7%	2.2%	0.3%

\*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

\*\*South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

**Three Month Occupancy Outlook for South Carolina**

		<b>Feb 2018</b>	<b>Mar 2018</b>	<b>Apr 2018</b>
<b>STR, Inc.</b> <i>From February 2018 Forecast Report</i>	Occupancy Forecast	57.5%	68.4%	72.0%
	% Chg vs same month in previous year	-2.7%	-2.5%	-3.0%
<b>TravelClick</b> <i>From Bookings as of 2/17/18</i>	Occupancy from Current Bookings	42.8%	18.4%	11.8%
	% Chg vs same month in previous year	-5.1%	-2.8%	-3.1%

Source: STR, Inc. and TravelClick